

ABSTRACT

In the era of globalization the development of economy in each country is determined on how they develop and utilize Information and Communication Technology (ICT) in their business activity. However, Marketing Public Relations (MPR) is also the most appropriate strategy for Education institute, because in nature education institute has to create long term relationship with their student. Therefore MPR should at least encompass three disciplines of studies and professions, in which are strategic management, marketing and public relations. For BINUS Center, awareness can be gain through referral activity. Advocacy or referral have dominant effect in building trust (believe), other than that publication also play a role in creating a trustworthy image towards BINUS Center. Marketing Public Relation is an effective marketing strategy for ICT education. Based on the quantitative research the majority of BINUS Center target market is in the age bracket 18-22 years old. In correlation with that fact the qualitative research has shown that MPR is effective in supporting the enrollment decision towards BINUS Center.

Keywords: *ICT, MPR, education, BINUS Centre, quantitative*

ABSTRAK

Pada era globalisasi, perkembangan ekonomi di tiap negara ditentukan oleh bagaimana mereka mengembangkan dan menggunakan teknologi informasi dan komunikasi (ICT) dalam aktivitas bisnis. Selain itu, MPR (Marketing Public Relation) berperan sebagai strategi paling sesuai untuk institusi pendidikan, karena institusi pendidikan akan menciptakan hubungan jangka panjang dengan para pelajar. Karenanya, MPR setidaknya meliputi tiga disiplin ilmu dalam pembelajaran dan profesi, yaitu strategi manajemen, marketing, dan public relations. Untuk BINUS Center, kepedulian bisa ditingkatkan melalui advokasi, yang memiliki efek domino dalam peningkatan kepercayaan, daripada menggunakan publikasi yang juga berperan dalam menciptakan citra BINUS Centre. MPR adalah strategi marketing yang efektif untuk pendidikan ICT. Berdasarkan penelitian kuantitatif, mayoritas target market BINUS Center termasuk dalam usia 18-22 tahun. Karenanya, penelitian menunjukkan bahwa MPR efektif dalam mendukung peningkatan marketing dan citra BINUS Center.

Kata kunci: *ICT, MPR, pendidikan, BINUS Center, kuantitatif*